

AQUARIUS

SHEER COLLECTION

Your Complete Guide
January 2025

arena





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THE SHEER COLLECTION

Our first Aquarius Sheers book is here! In-keeping with the NEW Aquarius Rollers & Vertical books, the Sheers book uses the same delicate flowers beautifully debossed across the cover, ensuring the Aquarius collection looks it's strongest on shelf and encourages customers to browse across each category.

Within the book there are three different types of Sheer blinds; Day and Night, formally known as Dual Shade, Triple Shade and Diffused. You can find out more about the benefits and USP's of these different blinds on the following pages.

Overall, the book focuses on a softer colour palette with neutrals available across each blind type, however for the more daring and adventurous there's still plenty of options to add a pop of colour at their window, with options ranging from calming terracotta to moody purples. Designs and patterns also play a key role, from wood grain finishes to a gentle shimmer or a light weave there's plenty to choose from.



THE RANGE

Day and Night

Formally known as Dual Shade, the unique design consists of two layers of overlapping opaque and sheer material, making it easy to manage light and privacy for overlooked spaces like bedrooms, living rooms and offices.

Accessories

Please choose from the following colours to finish your blind:

	White	Black	Anthracite
Semi Cassette	Y	Y	Y
Full Cassette**	Y	N	Y
Bottom Bar	Y	Y*	Y

*Semi cassette only, **Motorised only



Open



Closed

Chains

Day and Night blinds come with a plastic chain as standard, or for a more customised look add a metal chain.

Plastic Chains - available as standard



White



Black



Anthracite

Metal Chains



Chrome



Black



Antique

Triple Shade

Made with a blend of three essential elements; two layers of delicate, sheer fabric and a horizontal floating fabric vane in between. A great way to filter light and increase privacy.

Accessories

Please choose from the following colours to finish your blind:

	White	Anthracite
Full Cassette	Y	Y
Bottom Bar	Y	Y



Open

Chains

Triple Shade blinds come with a plastic chain as standard, or for a more customised look add a metal chain.

Plastic Chains - available as standard



White



Black



Anthracite

Metal Chains



Chrome



Black



Antique

Diffused

Made from a combination of sheer and opaque vertical panels that you can walk through – even when they're closed, creating a sophisticated feel whilst managing light and privacy in spaces with big windows or doors like bi-fold and patio doors.

Accessories

Please choose from the following colours to finish your blind:

	White	Black	Anthracite
Headrail	Y	Y	Y
Wand	Y	Y	N



Open



KEY HIGHLIGHTS

- Two NEW product types; Triple Shade and Diffused
- NEW lifestyle imagery
- NEW swatches
- NEW label design & icons
- NEW sampling in the book
- NEW finishes across Day and Night; wood look, blackout lined, blackout herringbone and textures
- A full cassette option for Day and Night and Triple Shade blinds
- Wider opaque panels across Day and Night
- Express delivery options available on all Day and Night fabrics
- Motorisation and Smart control across Day and Night and Triple Shade, supported by Somfy's marketing leading technology



MOTORISED

Make a smarter choice with motorised
Day and Night and Triple Shade blinds

The benefits of motorised blinds

- Offers convenience, thanks to multiple control options
- Operate multiple blinds at once
- Enhance privacy and security
- Perfect for hard-to-reach windows
- Inherently child safe
- Can be integrated with other smart home technology when paired with a Somfy Smart Hub

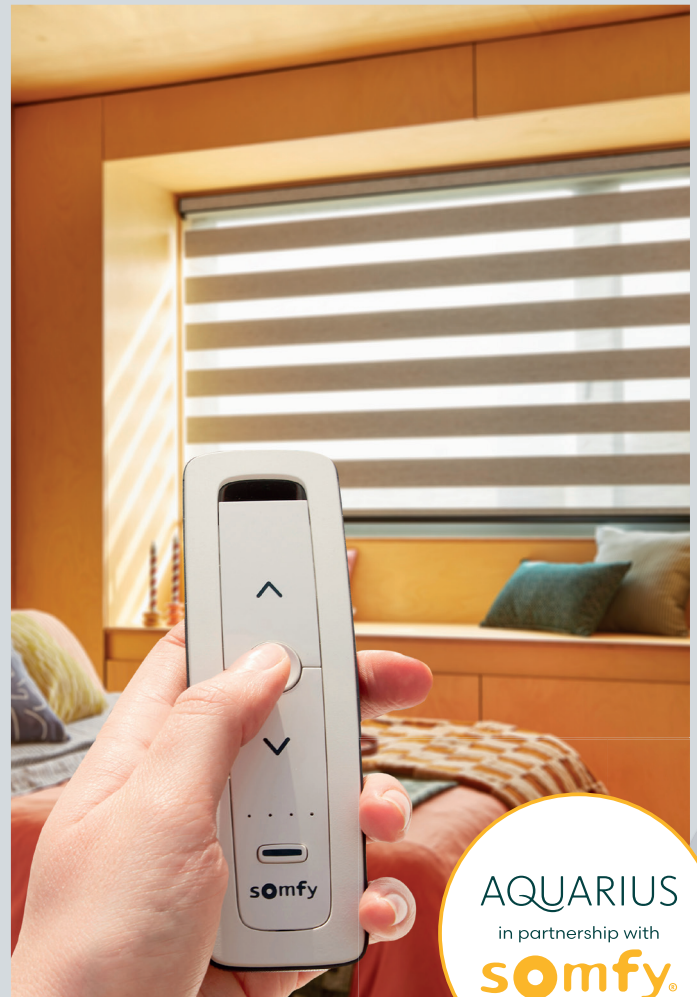
The benefits of smart motorised blinds

Pair motorised blinds with a Somfy smart hub for even greater control.

- Control blinds from anywhere with the app
- Set timers, open and close blinds around daily schedules
- Control blinds through a smart home assistant like Alexa or Google Assistant

Reasons to sell motorised blinds

- Promote electric blinds and upsell on each appointment to increase your average order value
- Provide optimal quality, performance and longevity for your customers
- Offer customers a child-safe and convenient motorised solution with a Somfy quality product



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MARKETING MATERIAL

The following point of sale materials have been created to help support the new collection.

- New lifestyle imagery
- New fabric scans
- Pop-up banner, a3 poster and table talker
- Showroom displays
- Updated Arena website content
- Update Vis App

